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ABSTRACT

This report summarizes responses to a questionnaire sent to both school and business participants in the Join-A-School Program in Albuquerque, New Mexico. The program, which pairs schools and businesses within a community, was originated in 1985; this survey is the first evaluation of the program. Responses were received from 47% of the business partners and 88% of the school partners surveyed. Seventy-eight percent of the business partners and over 90% of the school partners agreed or strongly agreed that the program met their expectations and was successful. Seventy-two percent of the businesses also affirmed that their employee staffs were aware of their Join-A-School participation. However, many participants in both areas indicated they were unaware of the program newsletter and the after-hours activities. They requested better communication between program participants, especially via newsletters. Other recommendations for improvement indicated the need for: (1) more guidance from the combined program staff; (2) more recognition of the accomplishments of the program, especially the contributions of the business partners; and (3) more activities and exchange of ideas with other program partnerships. Appendices include surveys, survey responses and narrative comments; and lists of participants and program coordinators. (JGL)

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DISTRICT SUMMARY REPORT

JOIN-A-SCHOOL SURVEY

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AUGUST 1986

ALBUQUERQUE PUBLIC SCHOOLS

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725 University, S.E.
Albuquerque, New Mexico 87106

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PLANNING, RESEARCH, AND ACCOUNTABILITY
Carol Robinson, Director
Patrick McDaniel, Assistant Director for Planning and Research

Prepared by:

Arnold Brown, Researcher I

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1985-86 JOIN-A-SCHOOL PROGRAM EVALUATION
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1985-86 JOIN-A-SCHOOL PROGRAM EVALUATION
ADMINISTRATIVE SUMMARY

Planning, Research and Accountability, [PRA], was assigned to make a "formal and informal assessment of perceptions of satisfaction with the [Join-A-School] program, from school and business personnel" for the Community Education staff, as cited in Albuquerque Public Schools Goals and Objectives, 1985-1986, dated August 14, 1985.

After consulting with the Community Education Office Staff and the Chamber of Commerce Career Guidance Institute (CGI) staff, both of which coordinate work between business and schools in the Join-A-School program, it was determined that fulfillment of the specific charge would be best accomplished by surveying the participants to determine the extent of perceptions of satisfaction with the program. A series of questions was prepared which encouraged wide latitude for comment by the participants. The survey material was forwarded on April 28th to 71 partner/participants in the program. Responses were received from 47% of the business partners and from 88% of the school partners.

The results reflected excellent support for the program from both school and business respondents. The objective portion of the survey indicated that well over 70% of the partners felt that the current program met expectations and was very successful to date. The partners also confirmed that their respective staffs were well informed about Join-A-School. However, there was a concern by about half of the participants regarding communications among the partners, the Chamber of Commerce and the APS Community Education Office. The respondents were specifically concerned that they had not received Newsletters and that they had not been aware of "After-Hours" social activities sponsored by APS Community Education for exchange of ideas and for encouraging acquaintance among active participants in the program.

Among the many responses to queries about the benefits of the program to an organization, recommendations for increasing awareness of the Join-A-School movement, and suggestions for improvement of the local program, the following were consistent.

- Exchanges of assistance among partners should be mutual and should be more frequent.
- More specific media coverage including credit for successful projects and recognition of individuals involved is needed.
- Orientation sessions for partners and increased communications from others in the program as well as from the two major supervisory organizations, APS and the Chamber of Commerce (CGI), are needed.
- Participation by additional new business and school partners is needed as well as an increase in the number of activities for existing partnerships.

- Both business and school respondents commented that teachers need encouragement to make Join-A-School activities more of a priority and that there should be a better recognition system for accomplishments by individuals.

- Those now participating felt that there should be an increase in the activities of the existing partnerships and expansion of new partnerships to more businesses and schools.

School and business respondents confirmed that there is an active desire among local companies to participate, contribute, endorse or sponsor Join-A-School activities in the community. A consistent theme in many of the narrative responses from business respondents was that of deriving personal satisfaction from mutually developed projects benefiting the community and education or enhancement of education through collaboration with the schools and community. The schools, by a large majority, indicated enthusiastic support of most partnership activities, citing a need for more regular planning and increased opportunities to share innovations and expand Join-A-School partnerships in the district.

1985-86 JOIN-A-SCHOOL PROGRAM EVALUATION
PROGRAM DESCRIPTION

The Join-A-School program has been conducted with the cooperation of the Albuquerque Chamber of Commerce Guidance Institute [CGI] since 1980. The Albuquerque Public Schools' Community Education Office coordinates the contracts between partners (schools and businesses) through cooperative efforts of the CGI and APS personnel assigned the task of monitoring and expanding the partnership program. An APS Community Education Coordinator and two APS Facilitators with CGI have been assigned to the program since July, 1985.

The Albuquerque Public Schools' 1985-86 Goals and Objectives provided for the "informal and formal assessment of perceptions of satisfaction with the program, from school and business personnel." The task of surveying schools and businesses to determine how well the program was progressing and what might be done to further the cooperation between business and the schools was allocated to APS Planning, Research and Accountability. Because the programs between some partners had been recently inaugurated but were of longer duration for other partners, a relatively short questionnaire containing five opinion questions with which the respondent might agree or disagree and a number of open-ended questions designed to allow for as much latitude and variety in responses as possible was developed. The questionnaire was limited to commentary concerning the school-business partnership, management of the program and recommendations for improvement. With the consent of the Chamber of Commerce Career Guidance Institute [CGI], and APS Community Education Office, the survey questions were sent to all participating schools and to their respective business partners on April 28, 1986. (Copies of the survey instruments sent to Join-A-School recipients are attached as appendices #1a and #1b, on pages 6 and 10).

BUSINESS RESPONSES TO SURVEY:

Of the thirty-eight questionnaires sent to Join-A-School business partners, eighteen (about 47%) were completed and returned. To the questions, "Generally speaking, our Join-A-School partnership has met our expectations" and "Generally speaking, our Join-A-School partnership has been successful," the respondents agreed or strongly agreed by a solid 78% for both. The business partners affirmed by a 72% response that the "majority of their employee staffs were aware of their Join-A-School participation."

The remaining two survey questions requiring multiple-choice answers were concerned with the recently inaugurated Join-A-School Newsletter, "Apple P.I.E.", and the "After-Hours" Join-A-School social activities designed to bring program participants together in an informal setting for exchange of information and ideas. Responses were less positive about newsletters and the "After-Hours" activities. Half the respondents advised that they were unaware that there was a newsletter, had not seen one and either had not participated or did not know about the "After-Hours" functions.

The five open-ended questions soliciting narrative replies seemed to draw more comprehensive responses from the business partners. A more detailed list of questions and comments is included as appendix #2a. Each question addressed to the businesses and a summary of the responses to the survey are listed below:

- "What has/have your partnership school(s) done for you?"

Representative of items listed by respondents were: enabled the business and employees to work more closely with the schools and community in a wide variety of endeavors such as health fairs, musical programs, Special Olympics, school plays and athletic events, Christmas season cooperation and exchange of instructional specialties between the school staffs and business employees. A full list of business responses citing the wide variety of Join-A-School activities is included in appendix #2b.

- "What are the benefits to your business of participating in the Join-A-School Program?"

Some business partners cited such benefits as better understanding between business and community educators, opportunity to be a good "corporate" citizen, helping to promote excellence in the schools, exposure to the current problems facing the schools and ability to more directly address community concerns. Participating businesses said they benefited from the good-will which resulted from Join-A-School activities. However, not all of the respondents were positive: some felt that not much in the way of benefits had accrued so far or that newness to the program had not permitted them to realize the full potential to date, even though they acknowledged that they felt the program furnished a better public image for their company.

- "What suggestion do you have for generating greater awareness about the Join-A-School program?"

Sixteen suggestions from seventeen business respondents indicated that more specific coverage in the news and television media about the individual partnerships would be helpful. Some also suggested more public recognition in Chamber of Commerce and School Board meetings along with in-depth feature stories about the individual partnerships instead of general coverage about a broad program.

- "What suggestions do you have for improvement in the Join-A-School program?"

Seven business responses suggested specific improvements. Indicated among them was a need for more emphasis on balancing the "give and take" between the two partner organizations. One respondent suggested that the program won't work unless it is made a high priority for teachers with some sort of definitive recognition given for the roles teachers play in the program. Another respondent recommended that an orientation for businesses just starting the program be regularly conducted so that they can obtain some workable ideas and realistic expectations of how to conduct a successful relationship with their school partners based upon the experience of others.

1985-86 JOIN-A-SCHOOL PROGRAM EVALUATION
SCHOOL RESPONSES TO SURVEY

Of thirty-three questionnaires sent to elementary, mid and high schools, twenty-nine were completed and returned, representing an 88 percent response rate. Willingness to widen the diversity of activities between partnerships and expressions of a need to expand the Join-A-School program to include more schools and businesses was indicative of the positive attitude toward the program by the present participants.

Responses by school participants to almost identical questions asked of the business partners produced very similar responses. Partnership comments indicate respondents are enthusiastic and report mostly successful relationships between the schools and their business partners. With few exceptions comments were supportive, and statements of admiration for the goals of the program were frequently mentioned. School responses often emphasized a desire for more guidance and innovative ideas, sharing of on-going projects with all other schools and business partners as well as a need to provide increased opportunity for more "get-together" meetings to provide feedback on what's currently available through the program.

To the objective questions, "Has the program met your expectations?" and "Are the partnerships successful?", over ninety percent responded with "agree" or "strongly agree." Schools were asked if their Join-A-School activities contributed to the school instructional program. A substantial 87% of the principals agreed or strongly agreed that indeed they did. A full listing of multiple-choice question responses from the schools is contained in appendix #3a.

School partners, as well as business participants, were less enthusiastic in response to the questions about the worth of the "Apple P.I.E." newsletters and "After-Hours" functions. Fifty-five percent indicated agreement for the value of the newsletter and only 38% for value of the after-hours activities. Comments accompanying the questions showed that many principals as well as their business colleagues failed to receive the newsletter and many did not know of the after-hours affairs, which probably accounted for the lack of more positive response to the questions.

In response to the two questions to the schools about staff, student, and parent participation and awareness, a majority of the respondents agreed that there was a high consciousness of the program and Join-A-School activities in the participating schools. Three school respondent comments questioned the extent of awareness among parents and admonished participants that constant attention is needed to maintain a high level of consciousness of the program in the community.

Replies to the narrative questions asking for more specific program information were extensive and are, therefore, only summarized for the text of this report. More detailed identification of summary responses by school level can be found in appendix #3b, beginning on page 20.

In reply to, "What has your Join-A-School partner done for you?" responses recorded by the schools showed a wide variety of Join-A-School activities. Participation in diverse activities varied widely. Business partners at some schools provided tutorial programs, provided large sums of money or sponsored student awards. Schools provided businesses with office decorations, furnished art shows, offered specialized employee instruction and participated with business partners in health fairs. Also reported were activities such as assistance for needy children, business participants working with school improvement teams and tree plantings. In general, as judged by the school responses, business interests seemed to furnish more for the schools than the other way around. Interestingly, most of the reported activities were aimed directly at better instruction or support of instruction, such as math tutoring, computer training, buying educational software, rewards for student and teacher recognition programs, or paid science fair fees (see appendix #3b, question #6, pages 21-23 for complete list of activities).

Responses to the broad query, "What are the benefits to the school or business from Join-A-School?" indicated that the associations between professionals from both the business and school sides of the partnership were highly valued by the people involved. Particular emphasis was given to the opportunity Join-A-School gave participants to work with the community, to be involved, as a business, in sharing and to successfully participate by enhancing the educational experiences of students or helping to influence the political system on behalf of students. School responses indicated appreciation for the gifts and awards provided by businesses as recognition of achievements for students and teachers as well as other program benefits such as student awareness of business help, rapport and valuable participation with partnership firms.

In response to open-ended narrative questions, a number of suggestions were advanced by both school and business respondents for generating "greater awareness" and "improvement" of the Join-A-School program. Almost unanimous appeals were made to increase opportunities for meeting with other participants to exchange ideas, furnish feedback and share innovative practices for program activities. Respondents called for much more in the way of media coverage, especially more specific recognition of the participant roles played by collaboration of both school and business people. Comments clearly indicated that participants want more guidance from APS and CGI, increased numbers of new partnerships, added participation in on-going Join-A-School activities and more formal and informal meetings for program planning and collaboration between partnership members.

A review of the narrative responses leaves the reader with a clear view that both the business and school participants wish to actively continue seeking more contacts and avenues of cooperation. Additional forums for exchange of ideas and increased contact with other program partnerships on a regular basis were mentioned often by both business and school respondents.

1985-86 JOIN-A-SCHOOL PROGRAM EVALUATION
SUMMARY

The predominantly narrative survey of business and school partners, covering the first two years of Join-A-School operations is noteworthy in that there are seldom less than positive or supportive remarks in the responses. Critiques and suggestions are primarily affirmative and are offered with the intent of making a successful program better. Goals of the program seem to remain as sound as when they were inaugurated and participant respondents sought to enhance the existing program by improving communications and expanding the mutuality of partnership efforts. Among the primary recommendations offered by survey respondents for improving the operation of the Join-A-School program were:

- Make more effective use of newsletters and other communication media between program participants. Specifically, wide distribution of participant exchange information on a regular basis.

- The need for more guidance from the combined staff which comprises the leadership of Join-A-School was cited frequently as a desirable improvement.

- Although surprisingly few references were made to needs for additional resources, a number of thoughtful responses recommended more individual recognition of the accomplishments of partnerships and individual collaborators in the program. Businesses would very much like more recognition of their sponsorship of school activities which in some cases is significant. One suggestion was to recognize active partners with a distinctive emblem or flag for prominent display on their respective buildings or work sites. Other suggestions include more individualized recognition and increased in-depth media coverage.

- Finally, emphasis was placed on the need for activities that will result in more fruitful exchange of innovative ideas and activities for the use of participant partners in the program.

APPENDICES
(Pages 6-31)

COPIES OF LETTER AND SURVEY MATERIAL SENT
TO BUSINESS PARTNERS APRIL 28, 1986.

April 21, 1986

TO: Join-A-School Business Participants

FROM: Arnold Brown, Coordinator, Instructional Research, PRA

RE: Join-A-School Survey

The Planning, Research and Accountability Department, Albuquerque Public Schools, has been asked to solicit your opinions as a participant in the Join-A-School program. Now that the partnerships developed though Join-A-School have had a chance to mature, we would like to determine some of your perceptions about the program.

Please take a few minutes to complete the enclosed survey. If you feel that someone else in your organization is closer to the Join-A-School program, please refer the survey and have it returned in the enclosed postage paid, self-addressed envelope.

Should you wish to make additional comments, please feel free to do so and include them on a separate sheet of paper with the survey. Please return the completed material by May 10, 1986, if possible.

Thank you for sharing your views and suggestions. We appreciate your time and assistance.

AWB:ab

Enclosures:

Join-A-School Survey Questionnaire
Postage paid, self-addressed envelope

April 21, 1986

To:_____

Your organization has more than one Join-A-School partner. To make the task a little easier and the results more definitive, please fill out the survey in terms of your partnership(s) with:

_____.

_____.

_____.

Should you wish to make additional comments regarding your other partnerships, please feel free to do so on a separate sheet of paper. Enclose your comments with the other survey material and return in the self-addressed envelope provided.

==========

PLEASE DO NOT REMOVE THIS SHEET FROM THE SURVEY FORM

==========

Attachment for each survey form sent to a multiple partnership.

JOIN-A-SCHOOL SURVEY

Business Name: _____

Major Service Provided: _____

Person(s) completing survey: _____

Title(s): _____ Telephone(s): _____

How long has your business participated in Join-A-School? _____

FOR THE FOLLOWING STATEMENTS PLEASE CIRCLE THE APPROPRIATE NUMBER REFLECTING THE EXTENT TO WHICH YOU AGREE OR DISAGREE WITH THE STATEMENT. IF YOU HAVEN'T ENOUGH INFORMATION, DON'T KNOW OR DECLINE TO COMMENT, MARK "NO OPINION".

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Opinion
1. Generally speaking, our Join-A-School partnership has met our expectations.	1	2	3	4	5	[ ]
COMMENTS:						
2. Generally speaking, our Join-A-School partnership has been successful.	1	2	3	4	5	[ ]
COMMENTS:						
3. "Apple P.I.E.," the recently initiated Join-A-School newsletter, is useful and informative.	1	2	3	4	5	[ ]
COMMENTS:						
4. The Join-A-School "After Hours" functions (Ramada Hotel in March) have been valuable means of exchanging ideas with other Join-A-School participants.	1	2	3	4	5	[ ]
COMMENTS:						
5. The majority of our staff are aware of our participation in the Join-A-School program.	1	2	3	4	5	[ ]
COMMENTS:						

6. What has/have your partnership school(s) done for you? (Please List).

7. What would you say are the benefits to your business of participating in the Join-A-School program? (Please list).

8. What suggestions do you have for generating greater awareness about the Join-A-School program? (Please list).

9. What suggestions do you have for improvement in the Join-A-School program? (Please list).

10. Who in your business coordinates your Join-A-School activities and solicits ideas and participation? [Please write name(s)].

THANK YOU FOR YOUR HELP

PLEASE RETURN THIS SURVEY IN THE ENVELOPE THAT HAS BEEN ENCLOSED BEFORE MAY 10, 1986, IF POSSIBLE.

COPIES OF LETTER AND SURVEY MATERIAL SENT
TO SCHOOL PARTNERS APRIL 28, 1986.

April 21, 1986

TO: APS Join-A-School Participants

FROM: Arnold Brown, Coordinator, Instructional Research, PRA

RE: Join-A-School Survey

Now that the partnerships developed through Join-A-School have had a chance to mature, we would like to determine some of your perceptions about the results of the program in relation to your school.

Please take a few minutes to complete the enclosed survey. If you feel that others on your staff are closer to the Join-A-School program, please refer the survey to them and have it returned sealed in the enclosed envelope. All references to individual responses will be omitted from any reports compiled from the material reported.

Should you wish to make additional comments, please feel free to do so. Include them on a separate sheet and seal them in the same envelope with the questionnaire. Please return all of the material by May 10, 1986.

Thank you for sharing your opinions and suggestions. We appreciate your time and help.

AWB:ab

Enclosure:

Join-A-School Survey Questionnaire
Return Self-Addressed Envelope

April 21, 1986

To:_____

Your organization has more than one Join-A-School partner. To make the task a little easier and the results more definitive, please fill out the survey in terms of your partnership(s) with:

_____.

_____.

_____.

Should you wish to make additional comments regarding your other partnerships, please feel free to do so on a separatesheet of paper. Enclose your comments with the other survey material and return in the self-addressed envelope provided.

==========

PLEASE DO NOT REMOVE THIS SHEET FROM THE SURVEY FORM

==========

Attachment for each survey form sent to a multiple partnership.

JOIN-A-SCHOOL SURVEY

School:_____
Person(s) completing survey:_____
Title(s)_____Telephone(s):_____
How has your school participated in Join-A-School?_____

FOR THE FOLLOWING STATEMENTS PLEASE CIRCLE THE APPROPRIATE NUMBER REFLECTING THE EXTENT TO WHICH YOU AGREE OR DISAGREE WITH THE STATEMENT. IF YOU HAVEN'T ENOUGH INFORMATION OR DECLINE TO COMMENT, MARK "NO OPINION".

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	No Opinion
1. Generally speaking, our Join-A-School partnership has met our expectations.	1	2	3	4	5	[ ]
COMMENTS:						
2. Generally speaking, our Join-A-School partnership has been successful.	1	2	3	4	5	[ ]
COMMENTS:						
3. Our Join-A-School activities have been designed to augment our instructional program.	1	2	3	4	5	[ ]
COMMENTS:						
4. "Apple P.I.E.", the recently initiated Join-A-School newsletter, is useful and informative.	1	2	3	4	5	[ ]
COMMENTS:						
5. The Join-A-School "After Hours" functions (Ramada Hotel in March) have been valuable means of exchanging ideas with other Join-A-School participants.	1	2	3	4	5	[ ]
COMMENTS:						
6. The majority of our staff and students are aware of our participation in the Join-A-School program.	1	2	3	4	5	[ ]
COMMENTS:						
7. Our parent organization(s) are aware of our participation in the Join-A-School program.	1	2	3	4	5	[ ]
COMMENTS:						

8. What has/have your partnership business(es) done for you? (Please List).

9. What would you say are the benefits to your school of participating in the Join-A-School program? (Please list).

10. What suggestions do you have for generating greater awareness about the Join-A-School program? (Please list)

11. What suggestions do you have for improvement in the Join-A-School program? (Please List)

12. Who in your school coordinates your Join-A-School activities and solicits staff ideas and participation? [Please list name(s)]

THANK YOU FOR YOUR HELP

PLEASE RETURN THIS SURVEY IN THE ENVELOPE THAT HAS BEEN ENCLOSED BEFORE MAY 10, 1986, IF POSSIBLE.

LIST OF BUSINESS RESPONSES TO MULTIPLE-CHOICE QUESTIONS, COMMENTS, AND RESPONSES TO ALL QUESTIONS.

BUSINESS RESPONSES FROM JOIN-A-SCHOOL SURVEY: [April 28, 1986]

Survey Multiple-Choice Questions, page #1.

1. QUESTION: Generally speaking, our Join-A-School partnership has met our expectations.

14 - 78% Strongly Agree/Agree
3 - 17% Undecided
1 - 6% Strongly Disagree/Disagree
0 - 0% No Opinion

2. QUESTION: Generally speaking, our partnership has been successful.

14 - 78% Strongly Agree/Agree
3 - 17% Undecided
1 - 6% Strongly Disagree/Disagree
0 - 0% No Opinion

3. QUESTION: "Apple P.I.E." the recently initiated Join-A-School newsletter, is useful and informative.

10 - 55% Strongly Agree/Agree
1 - 6% Undecided
1 - 6% Strongly Disagree/Disagree
6 - 33% No Opinion

Comments indicated that some were unaware of a Newsletter, some had not heard of it or had received only one issue and wanted to know what they were missing. Some had not received it at all.

4. QUESTION: The Join-A-School "After-Hours" functions (Ramada Hotel in March) have been a valuable means of exchanging ideas with other Join-A-School participants.

7 - 39% Strongly Agree/Agree
0 - 0% Undecided
2 - 11% Strongly Disagree/Disagree
9 - 50% No Opinion

Comments from respondents included approximately half who did not know about the "after-hours" functions, had not attended and felt left out. Of those who were aware of "after-hours," one had not attended and one felt the usefulness of the event was blunted by the lack of mixing among the participants and the no-host atmosphere.

5. QUESTION: The majority of our staff are aware of our participation in the Join-A-School program.

13 - 72% Strongly Agree/Agree
2 - 11% Undecided
2 - 11% Strongly Disagree/Disagree
1 - 6% No Opinion

Comment: From a business point of view, those commenting felt that a large percentage of their employees had participated in the program or knew of it. Those who disagreed, recorded no remarks.

6. QUESTION: What has/have your partnership school(s) done for you?

Of the many responses the following comments were typical:

- Enabled us to address our community concerns more directly, i.e., health/wellness, substance abuse issues, youth involvement/work opportunity creation.

- Our school sent a class to perform a musical program for us. We received thank you letters from the students.

- Nothing so far.

- Invited me to a breakfast.

- Worked with us at a flea market sale to raise money for school. Going to work with us at "Special Olympics", a community project. Have stated, "will help you any way we can".

- At Christmas they provided decorations for our office and they came and sang Christmas Carols for our staff and customers. They shared resources with us.

- Three 'No comment' statements.

- Given us tickets to plays and athletic events. Allowed us to work with students on a Product Development Project. Will allow us to use a classroom for an American Institute of Banking class.

- Provided an opportunity to learn about what's going on in schools.

- (We) did not make any requests this year.

- The staff at [mid-school] has helped us quite a bit. They provided rubber balls for a program here at the hospital, "loaned" us students for a disaster drill, provided gym space for a volleyball tournament, taught a computer class for hospital staff, distributed brochures for special hospital programs and will make posters for National Hospital Week.

• Our schools have: created Christmas decorations, made Healthfair and Be Good to Your Heart Week posters, helped with project Heart Start, helped us spread "Wellness," sang songs to parents, etc. They have given us an opportunity to: serve the community, influence the next generation, take pleasure in youth, feel proud of ourselves, help needy children and influence health education.

7. QUESTION: What would you say are the benefits to your business of participating in the Join-A-School program?

Among the responses the following were typical:

• Allows our staff to interact with people in our community as well as the benefits listed in prior question.

• Awareness of our facility by the school staff, parents and children.

• Stronger employee relations, better understanding between business and community educators.

• Awareness is increased. An opportunity to be a good "corporate" citizen is provided.

• Our employees are making a commitment to and contribution to the community.

• We have sponsored and encouraged students in academic and artistic achievement.

• Better public image of Realtors and their concern for the schools.

• By helping the school, we are helping to promote excellence in education. The more we make available to the school, the more opportunities there are to promote learning.

• Satisfaction of working with our school, development of employees working with students, exposure of the current problems facing the school system, benefit and good-will given our company from help our school has received from us.

• Some conversation in the school about our products and services.

• Not much so far.

• Because we are new in the program, I don't feel that we (as yet) realize all the benefits.

• Benefit is children become aware and communicate with businesses.

• Good publicity for us.

• Enabled us to address community concerns more directly.

8. QUESTION: What suggestions do you have for generating greater awareness about the Join-A-School program? (Please list).

- More stories of participating businesses and schools would be helpful. The TV stations might feature a story from time to time.
- More publicity about program, increase public awareness.
- More recognition in Chamber of Commerce meetings and School Board meetings.
- Better coverage, human interest stories in the media.
- More public media coverage, not just through the Newsletter.
- More newspaper, radio and TV publicity.
- More articles in the city newspapers. Perhaps Public Service Announcements on the radio and TV.
- Our [Mid-School partner] made sure the newspapers, radio and TV stations were aware of our activities, so we had high (media) visibility.
- Perhaps an article or two in the local newspapers.
- This was our first year and we are pleased with the program. Next year we will do a better job of getting the students involved with our organization.
- More specific publicity in the local news. Instead of just listing names of programs, have more in-depth stories about specific programs.

9. QUESTION: What suggestions do you have for improvement in the Join-A-School Program? Selected responses are listed:

- Possibly designating contacts at each school to coordinate with the contact at each business.
- More matches (partnerships).
- An orientation with businesses just getting involved with the Join-A-School project so they can get some ideas and realistic expectations.
- More newpaper, radio and television publicity.
- Improve or develop guidelines for "give and take" between schools and corporations. I have the idea that many schools give lists of their needs to a company. I may be wrong, but if this happens it would stifle creativity and the opportunity of more employer/student involvement.
- More publicity about program, increase public awareness.

- Everything has gone extremely well with our school - at this moment I have no improvement suggestions.

- Make it a higher priority for teachers. The program can't work unless the teachers back it up. In order to do this, they need some guidance and support and perhaps also some kind of reward for participating. For example, mid-school kids are great to work with but it's very difficult to work around their class schedule. You can't have much of a field trip in 48 minutes!

- Focus on fewer goals.

LIST OF SCHOOL RESPONSES FROM JOIN-A-SCHOOL SURVEY
TO MULTIPLE CHOICE AND NARRATIVE QUESTIONS

1. QUESTION: Generally speaking, our Join-A-School partnership has met our expectations.

14 - 48% Strongly Agree
13 - 45% Agree
1 - 3% Undecided
1 - 3% Disagree
0 - 0% Strongly Disagree
0 - 0% No Opinion

2. QUESTION: Generally speaking, our Join-A-School partnership has been successful.

15 - 52% Strongly Agree
13 - 45% Agree
0 - 0% Undecided
1 - 3% Disagree
0 - 0% Strongly Disagree
0 - 0% No Opinion

3. QUESTION: Our Join-A-School activities have been designed to augment our instructional program.

8 - 28% Strongly Agree
17 - 59% Agree
1 - 3% Undecided
1 - 3% Disagree
0 - 0% Strongly Disagree
0 - 0% No Opinion
2 - 7% Blank

4. QUESTION: "Apple P.I.E.," the recently initiated Join-A-School newsletter, is useful and informative.

4 - 14% Strongly Agree
12 - 41% Agree
6 - 21% Undecided
3 - 10% Disagree
0 - 0% Strongly Disagree
2 - 7% No Opinion
2 - 7% Blank

5. QUESTION: The Join-A-School "After Hours" functions (Ramada Hotel in March) have been valuable means of exchanging ideas with other Join-A-School participants.

3 - 10% Strongly Agree
8 - 28% Agree
9 - 31% Undecided
2 - 7% Disagree
0 - 0% Strongly Disagree
6 - 21% No Opinion
1 - 3% Blank

LIST OF SCHOOL RESPONSES FROM JOIN-A-SCHOOL SURVEY
TO MULTIPLE CHOICE AND NARRATIVE QUESTIONS (CONTINUED)

6. QUESTION: The majority of our staff and students are aware of our participation in the Join-A-School program.

12 - 41% Strongly Agree
17 - 59% Agree
0 - 0% Undecided
0 - 0% Disagree
0 - 0% Strongly Disagree
0 - 0% No Opinion

7. QUESTION: Our parent organization(s) are aware of our participation in the Join-A-School program.

9 - 31% Strongly Agree
19 - 66% Agree
1 - 3% Undecided
0 - 0% Disagree
0 - 0% Strongly Disagree
0 - 0% No Opinion

SUMMARIZED COMMENTS AND PARAPHRASED RESPONSES TO JOIN-A-SCHOOL SURVEY QUESTIONNAIRE FOR PARTICIPATING SCHOOLS, APRIL 28, 1986.

HIGH SCHOOLS	MIDDLE SCHOOLS	ELEMENTARY SCHOOLS
1. QUESTION: Generally speaking, our Join-A-School partnership has met our expectation.		
Set up expectations with partner, next year will know more what to ask for and how to reciprocate with partner. Have been unable to do as much as hoped.	Has been one sided with us bringing information to business, rather than other way around.	Partner has been supportive and willing to assist us. Change of partner business owners delayed help with review of contract. Accomplished our goals.
2. QUESTION: Generally speaking, our Join-A-School partnership has been successful.		
No high school comments.	Manager of business cordial but appeared too busy to get involved.	Our Join-A-School partnership has been successful. We've had a very successful relationship.
3. QUESTION: "Join-A-School activities have been designed to augment our instructional program.		
No high school comments.	Computer literacy.	Program has enhanced our literacy program. One element has been our tutorial program.
4. QUESTION: "Apple P.I.E." newsletter is useful and informative.		
Good job.	Never received this. Have not seen publication. Have only gotten one.	I've not seen a newsletter. Never received one.
5. QUESTION: The Join-A-School "After Hours" functions (Ramada Hotel in March) have been valuable means of exchanging ideas with other Join-A-School participants.		
After hours functions have been valuable means of exchanging ideas with Join-A-School people. It was a nice time to socialize and I liked it-there wasn't much exchanging of ideas though. Probably as good an interchange as possible.	Did not know of this function.	Principal unable to attend-staff who attended enjoyed. Did not know of such meetings. Did not hear about it.

HIGH SCHOOLS	MIDDLE SCHOOLS	ELEMENTARY SCHOOLS
6. QUESTION: The majority of our staff and students are aware of participation in Join-A-School program.		
Program Planning Committee members and those who work closely with project are aware, but wouldn't say that all know.	Our business has been very good to work with.	Our staff is - but students tend to forget unless involved in a field trip. Our students and staff know what their role is.
7. QUESTION: Our parent organization(s) are aware of our participation in the Join-A-School Program.		
Some are, but they do not use business partners to their benefit. Many job seeking students searching for jobs, and parents are unaware of the business connection.	No middle school comments.	Highlights newsletter to the community has public information.
8. QUESTION: What has/have your partnership business(es) done for you? Please list:		
Writing skills folder. Guest speakers. Bank tours for students. Student awards. ABI course for students. Stress Management Workshop. Health Fair. Exhibit student art. Shadow day. Scholarship. Agriculture class. Hospital membership. Hospital work cooperative program.	Reduced prices for groups. Certificates for honor roll. Awards. Participates in service activities. Display space at business. Career fair. Volleyball. Aerobics. Poster contests. Read/visit elderly patients. Math tutoring. Visit school classrooms. Funding for literacy magazine. Conference rooms.	Paid 5th grade field trip. Education tours of facility. Teach inservice C.P.R. First Aid. Space for Programming Planning Committee. Display space for children's work. Incentives for outstanding student achievements. Video taping. Monetary help. Tutoring. Resources. Part of Program Planning Committee. Student of the month project.

HIGH SCHOOLS	MIDDLE SCHOOLS	ELEMENTARY SCHOOLS
Student tutors.	Career days.	Hotel jobs tour.
Money prizes for SSR program	Coaches math competition.	Hosted inservice day.
Guest speakers for business classes.	Gifts for teachers.	Donated money, books, and school mascot.
Fall Leadership Workshop. Wall Street Journal subscriptions.	Judges at school events.	Big sister program.
Awards for students.	Fashion show for faculty.	Sponsor, Christmas gifts, clothing, Easter baskets.
Sponsored table at Academic Decathlon.	Computer training.	Planted trees. Promotion of Adopt-A-School Plan.
Fundraising for computer. Provided Mt. Bell/Rio Grande Award Leadership in group discussions.	Educational software.	Helped collect $186,000 for school playground/park.
Rewards for student and teacher recognition program.	Dinner once a month for students and parents.	Donated video camera plus $500 in books plus $1,000 to clothe needy children.
Paid assistance for RIF (Reading Is Fundamental) book fair.	Recognition each grading period. Field trips.	Helped with medical bill.
Reduced rates for conference room.	Guest speakers.	Free coupons for perfect attendance.
Books, material, instruction. Jobs for student and teacher. Contacts with other businesses.	Health assessments/staff.	Bus service for 200 students attending science exposition.
Skills guide.	Paid Science Fair fees.	Provided washer plus dryer, dining tables and cash contribution for field trips.
Committee work - Parent Policy Committee goals and objectives.	150 T-shirts for student incentive program.	Donation of M.D. time. Aerobic program.
Promoted Adopt-A-School Planning.		Food and assistance at Christmas for needy children.
		Certificates for free pizzas.
		Trophies, incentives for grades and attendance.
		Play day activities.
		Student awards assembly.
		Health appraisals.

HIGH SCHOOLS	MIDDLE SCHOOLS	ELEMENTARY SCHOOLS
		Health awareness.
		Science Fair Judges.
		100 Minute Reading Club.
		Outdoor Reading Center
		Story Teller Day.
		Santa Claus and Christmas stockings for all.

9. QUESTION: What are the benefits to the school from Join-A-School?

Providing business experience for students.	A means to reward students.	Acquaintance with other professionals and careers.
Business helping school.	Receipt of help not otherwise obtainable.	Heightens communication links within community.
Community support.	Being involved with business.	Establishes healthy school/community partnerships.
Business recognition of what schools are all about.	Student awareness of health careers and alternative careers.	Valuable resource in total community involvement.
Opportunities for students.	Gifts and awards for students.	Sponsor learns from us while we learn from them.
Better communications and better understanding of business enrollment.	Gifts for teachers.	Work with young adults interested in youth.
Welcome monetary efforts.	Increased awareness of public and private sector ties.	Keep in touch with business community.
Positive cooperation, spirit and business image.	Gives opportunity to convey positive education information.	We get to know one another's problems and situations.
Better communication with entire community.	Provides technical expertise and support to school computer program.	More informal interaction and sharing between business and school and help with political system.
More realistic approach of instructors in applying course offering.	Student recognition.	Establish relationship with community business.
Better public relations.	Student awareness of business participation.	Rewards provided by business encourages children to excel.
	Improve student grades, attitude, participation and behavior.	

HIGH SCHOOLS	MIDDLE SCHOOLS	ELEMENTARY SCHOOLS
		Better rapport between school and business.
		Provides staff morale boost.
		Feeling of pride and mutual respect.
		Positive home-school-community relations.

10. QUESTION: What suggestions do you have for generating awareness about the Join-A-School program? Please list:

More get-together meetings to provide feedback on what is available. Also feedback from their schools as to what they are receiving from businesses and what they are giving to business.	More news and TV coverage.	Schools, I believe are aware.
Publicize program and events in school papers.	Continue involvement with parent groups.	The rest of the community needs greater awareness: public activities going on in the newspapers or through TV.
Continue to support concept.	School newsletter information.	Perhaps some emblem or logo to be posted in the schools or business involved. (Could be a flag for school and/or plaque for business.)
Allow more flexibility of building principals in allowing staff to interact with private sector.	Public information should be provided our city newspapers.	More publicity about the program to both the business community and the schools.
Public recognition of involved business.	Continue newsletter.	Radio and TV spots to advertise and encourage participation.
	Update reports at principal meetings.	
	Communication could be better.	
	Make Albuquerque aware of this success story through the media.	
	Student assemblies.	
	Activities reported in parent newsletter.	
	Continue this program.	
	Video is excellent, use it on local TV stations.	
	Add local school projects on video.	

HIGH SCHOOLS	MIDDLE SCHOOLS	ELEMENTARY SCHOOLS
11. QUESTION: What suggestions do you have for improvement in the Join-A-School program?		
Better communication - maybe more contact people. Need to get started <u>earlier</u> next year on joint projects.	Re-identify goals and projects. Continue regular contact with each other. Chamber should promote suggestions to schools more. Requires hard work and openness by both partners to make program work. More business participation activities. The liaisons (or key persons) from each of the two organizations need to meet regularly to involve people in the <u>planned</u> activities. Program is sound. We need to seek new businesses to get involved with a Join-A-School. Would like to see Kirtland AFB encouraged to become involved.	A person is needed to be liaison between the schools and the businesses. Our school district should recognize and commend in some special way the partners with our schools. More meetings to socialize with partners. Stipend for coordinator of program at building level if that person is a teacher or support staff person. Continue to publicize the reason for dialogue with our organizations. Attempt to get <u>more</u> schools and businesses into partnerships. To increase activities requires time. School based staffs have full schedules already.

LIST OF JOIN-A-SCHOOL BUSINESS PARTNERS WITH NAMES OF COORDINATOR FOR EACH COMPANY LISTED IN RESPONSE TO SURVEY QUESTION #10.

10. "Who in your business coordinates your Join-A-School activities and solicits ideas and participation?"

BELLAMAH COMMUNITY DEVELOPMENT:	Phyllis D. Fazio, Personnel Administrator
UNITED NEW MEXICO BANK AT ALBUQUERQUE:	Loren Simmons
ALBUQUERQUE CABLE TV (JONES INTERCABLE):	Charlene Romero, Credit Manager
MOUNTAIN BELL:	Joyce Hooper and Bill Dodge Marketing Service
WENDY'S OLD FASHIONED HAMBURGERS:	Dave Fike, Marketing
SANDIA SAVINGS AND LOAN:	Joyce Hood, Public Relations
PRESBYTERIAN HOSPITAL:	Linda Winter, Community Educ. Coordinator
ALBUQUERQUE BOARD OF REALTORS:	Albuquerque Board of Realtors, Public Relations Committee
NEW MEXICO BLUE CROSS-BLUE SHIELD, INC:	Alison Schrupp, Director, Administration Services
FIRST NATIONAL BANK IN ALBUQUERQUE:	Carole Herren, Assistant Vice President/ Employee Relations Manager
INTERNATIONAL BUSINESS MACHINES, INC:	Judith Campbell, Marketing Representative
ETHICON, INC:	Martha Grey, Personnel Manager
HEIGHTS GENERAL HOSPITAL:	Ralph Schaberg, Director of Public Affairs
TELEPHONE PIONEERS OF AMERICA:	Ella Pettis, Asst. Staff Supervisor
KASEMAN PRESBYTERIAN HOSPITAL:	Trudy McCrea, Education Coordinator
ST JOSEPH WEST MESA HOSPITAL:	Jan Wester, Educator

NOTE: Only names furnished in response to survey question #10 are listed.

LIST OF JOIN-A-SCHOOL, SCHOOL PARTNERS WITH NAME OF COORDINATOR FOR EACH SCHOOL LOCATION LISTED IN RESPONSE TO SURVEY QUESTION #10.

QUESTION: "Who in your business coordinates your Join-A-School activities and solicits ideas and participation?"

ALBUQUERQUE HIGH SCHOOL
George Bello - Principal

CIBOLA HIGH SCHOOL
Linda Taylor - Principal

DEL NORTE HIGH SCHOOL
Guy Slyer - Activities Director

HIGHLAND HIGH SCHOOL
Keith Weathersby - Principal

SANDIA HIGH SCHOOL
Richard Romero - Principal

RIO GRANDE HIGH SCHOOL
Larry Day - Principal

VALLEY HIGH SCHOOL
Milton Baca - Principal

JOHN ADAMS MIDDLE SCHOOL
Richard Beattie - Principal

GRANT MIDDLE SCHOOL
Charles Barnard - Principal

HAYES MIDDLE SCHOOL
Sheldon McGuire - Principal

HOOVER MIDDLE SCHOOL
John Garrison - Principal

JEFFERSON MIDDLE SCHOOL
Marilyn Zanetti - Principal

MADISON MIDDLE SCHOOL
Bobby Polson - Principal

TAFT MIDDLE SCHOOL
W. Terrence Hannon - Principal

TRUMAN MIDDLE SCHOOL
Rudy Sanchez - Principal

WASHINGTON MIDDLE SCHOOL
Dolores Klingbeil - Principal

WILSON MIDDLE SCHOOL
Russell Goff - Principal

BEL-AIR ELEMENTARY
Emelina Pacheco - Principal

CHAPARRAL ELEMENTARY
Eloise Forrester - Principal

COCHITI ELEMENTARY
Beth Reid - Principal

DOLORES GONZALES ELEMENTARY
Frank Salazar - Principal

EAST SAN JOSE ELEMENTARY
Eddie Lucero - Principal

EMERSON ELEMENTARY
Roy Phillips - Principal

EUGENE FIELD ELEMENTARY
Roger Wright - Principal

HODGIN ELEMENTARY
Peggy Serns - Program Planning Committee

LA LUZ ELEMENTARY
Al Griego - Principal

LOWELL ELEMENTARY
William McGee - Principal

MOUNTAIN VIEW ELEMENTARY
K. Woody - Teacher

OLD TOWN ELEMENTARY
Reggie Chavez - Principal

Note: Only names furnished in response to survey question #10 are listed.

APPENDIX 4C

LIST OF JOIN-A-SCHOOL PARTNERS SHOWING SCHOOL NAMES AND RESPECTIVE BUSINESS PARTNERS, APRIL, 1986

SCHOOLS	BUSINESSES
Albuquerque High George Bello - Principal	Sharon Wright Sunwest Bank 303 Rema NW 87103
Cibola High Linda Taylor - Principal	Jan Wester St. Joseph West Mesa Hospital 10501 Golf Course Rd. NW 87114
Del Norte High Guy Syler - Activities Director	Carole Herren First National Bank 40 First Plaza NW 87103
Eldorado High Jim Whitworth - Principal	Alison Schrupp Blue Cross & Blue Shield of NM 12800 Indian School NE 87112
Highland High Keith Weathersby - Principal	Bobby Santiago AAA of New Mexico 2201 San Pedro NE 87110
Sandia High Richard Romero - Principal	Rene Boskoff Marriott Hotel 2101 Louisiana NE
Rio Grande High Larry Day - Principal	Joyce Hooper Mountain Bell 400 Tijeras NW 87102
Valley High Milton Baca - Principal	Ellen Clark Honeywell, Inc. 8500 Bluewater, Rd NW 87105
Valley High Milton Baca - Principal	Toby Williams Strombergs 106 Winrock Center 87110
Valley High Milton Baca - Principal	John Romero Ramada Hotel 6815 Menual NE 87110
John Adams Mid Richard Beattie - Principal	Veldo Chavez Pistol Pete's Pizza 3109 San Mateo NE 87110
Grant Mid Charles Barnard - Principal	Loren Simmons; Karen Bond United New Mexico Bank at Albuquerque PO Box 1081 87103

SCHOOLS

Hayes Mid
Sheldon McGuire - Principal

Hoover Mid
John Garrison - Principal

Jefferson Mid
Marilyn Zanetti - Principal

Madison Mid
Bobby Polson - Principal

Taft Mid
Terry Hannon - Principal

Truman Mid
Rudy Sanchez - Principal

Van Buren Mid
Don Wolfley - Principal

Washington Mid
Dolores Klingbeil - Principal

Wilson Mid
Russell Goff - Principal

Alameda Elem.
George Barr - Principal

Bel Air Elem.
Emelina Pacheco - Principal

Chaparral Elem.
Eloise Forrester - Principal

BUSINESSES

Trudy McCrea
Kaseman Presbyterian Hospital
8300 Constitution NE 87110

George Marsh
Amberly Suite Hotels
7620 Pan American Fwy NE

Jim Baxendale
Sanger Harris
700 Coronado Center 87110

David Fenzie
Continental Inn
6000 Pan American Fwy

Judith Campbell
IBM
6001 Indian School Rd NE 87116

Dave Fike
Wendy's
Old Fashioned Hamburgers
3340 Coors NW 87120

Pat Smith
Burger King
750 Chamisal NW 87107

Kate Kettering
Presbyterian Hospital
1100 Central SE 87102

Sharon Morris
Charter Sunrise Hospital
5901 Zuni SE 87108

Dave Fike
Wendy's
Old Fashioned Hamburgers
3340 Coors NW 87120

Ralph Schaberg
Heights General Hosp.
4701 Montgomery NE 87109

Jim & Beth Young
Albuquerque Photo Quick
640 Coors Rd. NW 87105

SCHOOLS

Cochiti Elem.
Beth Reid - Principal

Dolores Gonzales Elem.
Frank Salazar - Principal

Duranes Elem.
Ruthie Owens - Principal

East San Jose Elem.
Eddie Lucero - Principal

Emerson Elem.
Roy Phillips - Principal

Emerson Elem.
Roy Phillips - Principal

Emerson Elem.
Roy Phillips - Principal

Eugene Field Elem.
Roger Wright - Principal

Hodgin Elem.
Peggy Serns - Program Planning Committee Chairperson

La Luz Elem.
Al Griego - Principal

Lowell Elem
William McGee - Principal

Mountain View Elem.
K. Woody - Teacher

Old Town Elem.
Reggie Chavez - Principal

BUSINESSES

Tina Garcia Otteni
Albuquerque Cable TV
2633 Tennessee NE 87110

Nancy Bartow
Hilton Hotel
1901 University NE 87102

Rene Balagna
Albuquerque Cable TV
2633 Tennessee NE 87110

Martha Grey
Ethicon, Inc.
3801 University SE 87107

Debbie Mackey
Lovelace Medical Center
5400 Gibson SE 87108

Ike Boggs
American Furniture Co.
Carlisle & Menaul NE 87109

Burger King
750 Chamisal NW 87107

Presbyterian Hospital
1100 Central SE 87102

Pistol Pete's Pizza
3109 San Mateo NE 87110

Albuquerque Cable TV
2633 Tennessee NE 87110

Joyce Hooper
Mountain Bell Pioneer Club
400 Tijeras NW 87102

Nancy Cariglio
Bellamah Community Development
PO Box 3300 87190

Joyce Hood
Sandia Federal Savings & Loan
400 Gold SW 87102

Mary Ann Howard
Title U.S.